

2020 AUDIENCE PROFILE

OUR 2020 EVENTS & VENUES



627

SA Events

2019: 640

2018: 626



319

Interstate Events*

2019: 397

2018: 346



257

International Events*

2019: 281

2018: 259

6,724

Artists

2019: 7,012

2018: 6,929

1,203

Events

2019: 1,318

2018: 1,231

368

Venues

2019: 405

2018: 337

141 (38%) of venues are located in the Adelaide City Council area

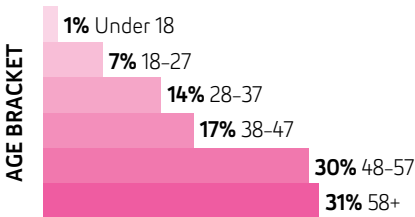
226 (61%) of venues are located outside the Adelaide City Council area

864 (61%) events took place within Adelaide City Council

560 (39%) events took place outside the Adelaide City Council area

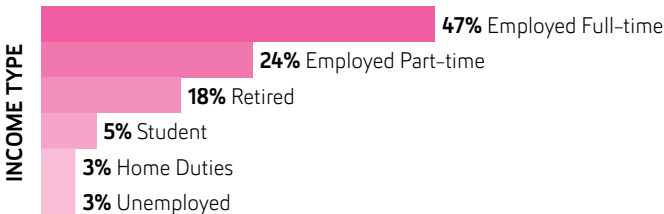
*Including events registered as 'Multiple States / Countries' which could include SA / AUS

OUR 2020 TICKET BUYERS



5.4% Interstate

Customers



1.4% International

Customers

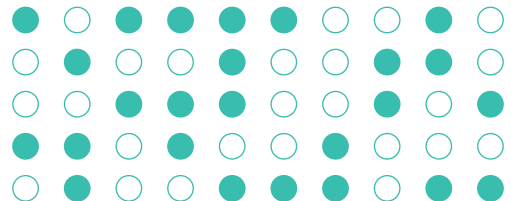
PERCENTAGE OF TICKETS ISSUED BY TICKET TYPE

Price Type	% of Total Tickets Issued	% of Total Sales (Money)
Full Price	56.4%	69.0%
Concession	7.6%	9.0%
Child	1.1%	1.0%
Family	3.9%	3.0%
HalfTIX	5.8%	3.0%
Group6+	4.0%	5.0%
BankSA Support Act	0.2%	0.1%
BankSA Cardholder	4.7%	4.0%
Fringe Member	1.8%	2.0%
Schools	1.2%	0.3%
Access WC	0.1%	0.1%
Other (VIP, M&S, bespoke ticket types, promo codes etc)	4.6%	3.0%
Comp Tickets	8.8%	0.0%

Comp Tickets	% of Total Tickets Issued	% of Comp Tickets Issued
PromoTIX	0.1%	1.6%
Companion Card	0.2%	2.2%
Presenter Comp	6.6%	74.7%
Media	0.4%	4.6%
Honey Pot	0.2%	2.7%
Awards	0.3%	2.9%
Schools Comp TIX	0.4%	4.4%

PERCENTAGE OF TICKETS SOLD BY VENUE CAPACITY

Capacity	% of Tickets Sold
1-50	50%
51-100	45%
101-300	47%
301-500	54%
501-1,000	50%
1,000+	53%



50% of Tickets Sold for venues holding 1-50 people

TICKETS SOLD BY GENRE

Program #	%	Genre	% of Tickets Sold per Genre	Average Ticket Price	
				Full Price	Concession
104	9%	Cabaret	13.6%	\$ 28.97	\$ 41.75
79	7%	Children's	3.5%	\$ 16.43	\$ 19.00
40	3%	Circus & Physical Theatre	18.6%	\$ 37.43	\$ 27.36
308	26%	Comedy	28.1%	\$ 33.20	\$ 21.01
28	2%	Dance	0.6%	\$ 26.02	\$ 21.63
56	5%	Events	0.5%	\$ 30.09	\$ 23.50
8	1%	Film & Digital	1.0%	\$ 12.81	\$ 11.83
40	3%	Interactive	2.2%	\$ 21.44	\$ 22.68
22	2%	Magic	5.1%	\$ 29.06	\$ 23.29
299	25%	Music	20.5%	\$ 38.11	\$ 30.06
137	11%	Theatre	6.0%	\$ 34.25	\$ 21.56
66	5%	Visual Art & Design	0.2%	-	-
16	1%	Workshops & Talks	0.2%	\$ 27.31	\$ 32.53

TICKETS ISSUED BY POSTCODE

Other than Adelaide CBD (5000), the most popular postcodes for Tickets Issued by Genre are:

Genre	#1	#2	#3	#4	#5
Cabaret	5082	5067	5006	5022	5072
Children's	5082	5033	5063	5072	5125
Circus & Physical Theatre	5082	5006	5067	5158	5076
Comedy	5082	5006	5067	5095	5022
Dance	5033	5159	5047	5095	5066
Events	5251	5033	5082	5067	5063
Film & Digital	5067	5006	5165	5171	5062
Interactive	5082	5251	5006	5095	5067
Magic	5082	5067	5006	5095	5023
Music	5082	5067	5006	5072	5061
Theatre	5082	5067	5006	5061	5063
Visual Art & Design	5022	5017	5051	5082	5031
Workshops & Talks	5033	5127	5069	5011	5023